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**ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
DECEMBER 7, 2017**

**BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
COUNTY OF COOK AND STATE OF ILLINOIS**

**GALA AND FUNDRAISING EVENT PLANNING AND MANAGEMENT SERVICES
CAROL FOX & ASSOCIATES, INC.
OFFICE OF INSTITUTIONAL ADVANCEMENT
DISTRICT WIDE**

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to execute agreement with the vendor listed below to provide gala and fundraising event planning and management services to City Colleges of Chicago from December 7, 2017 through December 31, 2018, at a total cost not to exceed \$63,250.

VENDOR: Carol Fox & Associates, Inc.
1412 W. Belmont Avenue
Chicago, IL 60657

USER: Office of Institutional Advancement

TERM:

The term of the agreements shall commence on December 7, 2017 and end on December 31, 2018 with an option to renew for an additional two (2) one year periods.

SCOPE OF SERVICES:

CCC is preparing to host an evening gala in late Spring/early Summer 2018 to celebrate CCC's impact in Chicago. The target audience is 500–1,000 civic and corporate influencers, alumni, community and industry partners. The event will function as a signature fundraising and awards event, elevating CCC's brand and bringing new resources into the system that support key initiatives that impact the student experience.

The recommended firm will provide the following:

- Site selection
- Logistical oversight and staffing
- Media and VIP guests outreach and management
- Catering and décor coordination
- Host Committee engagement

- Sponsor solicitation and management
- Speech writing (if necessary)
- Auction management (if necessary)

Note: This scope of services does not include A/V, food, beverage, mailing, marketing, and cost of venue.

BENEFIT TO CITY COLLEGES OF CHICAGO:

As a signature fundraising gala, this event will create a civic space and moment to raise awareness of the impact CCC has on the city of Chicago.

DELIVERABLES:

- Meeting with key CCC stakeholders to gain insight into CCC's current constituents.
- Brainstorm and conduct further research into potential new donors - depending on the size of the constituent list and available budget, we may use tools such as Target Analytics or NPO Authority to get a better sense of constituents' capacity to give.
- Set financial goals and communications objectives.
- Craft the event and the supporting fundraising strategy – including a variety of fundraising elements such as the inclusion of award honorees, requirements of the host committee, and the feasibility of on-site appeals such as live/silent auctions, paddle raise, etc.
- Set income targets for each sponsorship level and individual ticket, as well as donations and on-site fundraising.
- Set caps for vendor expenses such as venue rental, catering, décor, printing/ mailing etc., to complete the agreed upon budget.
- Prepare a detailed timeline specifying necessary tasks and clearly indicating responsibilities.
- Ensure sponsors are well attended to throughout their engagement with the event – including personal outreach calls would be made to guarantee all assets are obtained (logos, program ads) and proper credit is given.
- Ensure gratitude is expressed in a timely manner, a thank-you message would be cued up in advance so it could be deployed the morning after the event.
- Conduct vendor walk-throughs, create an extraordinarily detailed day of event timeline accounting including developing clearly delineated staffing assignments, thoroughly brief volunteers and staff, host a final walk through to ensure all vendors are on the same page, and conduct a rehearsal.
- Spearhead a consistent press plan – written strategy would be developed and subsequently reviewed with CCC's in-house communications department.
- Keep communication ongoing and set aside a weekly meeting time where CF&A and CCC can touch base on the project, track progress against the goals and revise the strategies as needed. Provide written documentation so CCC will know how CF&A is progressing.

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement staff and a Request for Proposal (RFP) #MWJ1702 was publicly advertised on November 9, 2017 and sent to eighteen (18) companies. On November 15, 2017, four (4) firms responded; 1) Carol Fox & Associates, Inc.; 2) Global Management Services, Inc.; 3) Next Level Event Design; and, 4) Total Event Resources, Inc. Five (5) companies submitted no-bids: 1) INV Marketing Group, LLC ; 2) Jасulca Terman Strategic Communications; 3) Joy Solutions, LLC; 4) Plump, LLC; and, 5) Tamar Productions, Inc.

All proposals were reviewed, evaluated, and ranked by a selection committee which included the Offices of Institutional Advancement, Legislative & Community Affairs and CCC Foundation.

The evaluation criteria outlined in RFP #MWJ1702 included:

1. Qualifications and experience of the firm and staff/personnel
2. Sample action plan
3. Cost/Fees
4. MBE/WBE Compliance plan

The proposal from Next Level Event Design was deemed as non-responsive for not submitting in accordance with the submittal requirements. Based on the evaluation scoring, staff recommends the acceptance of the proposal from Carol Fox & Associates, Inc. based on their qualifications and experience in providing gala and fundraising event planning and management services.

MBE/WBE COMPLIANCE:

The Office of Contract Compliance has reviewed the proposed agreement and has determined the vendor is in compliance with the Board Approved Participation Plan given a recommended MBE waiver and the following commitment:

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Direct or Indirect</u>	<u>Certifying Agency</u>
Carol Fox and Associates 1412 West Belmont Chicago, IL 60657	WBE	100	Direct	WBDC

GENERAL CONDITIONS:

Inspector General – It shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General’s authority under Article 2, Section 2.7.4(b) of the Board Bylaws.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board’s Ethics Policy adopted January 7, 1993, and as amended by the Board.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

FINANCIAL:

Total: \$63,250

Charge to: Office of Institutional Advancement

Source of funds: Education Fund

FY18: 530000-00003-0019020-80000

Respectfully submitted,

**Juan Salgado
Chancellor**

December 7, 2017 – Office of Institutional Advancement